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Title of Invention	DYNAMIC TRACKING, ANALYSIS AND ACQUISITION OF E-COMMERCE ADVERTISING CHANNELS FOR TOLL-FREE MARKETS				
First Named Applicant: Scott Dresden Attorney Docket Number: BRAN.P007.A					
<p>I hereby appoint the registered practitioner(s) at Customer Number:</p> <p>42389 *42389*</p> <p>as my attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.</p> <p>I am the Applicant/Inventor.</p> <p>Full Name of Applicant of Record:</p> <table border="1"><tr><td colspan="2">David Bogart Dort</td></tr><tr><td>Signature: /davidbogartdort50213/</td><td>Date: 2004-08-07</td></tr></table>		David Bogart Dort		Signature: /davidbogartdort50213/	Date: 2004-08-07
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